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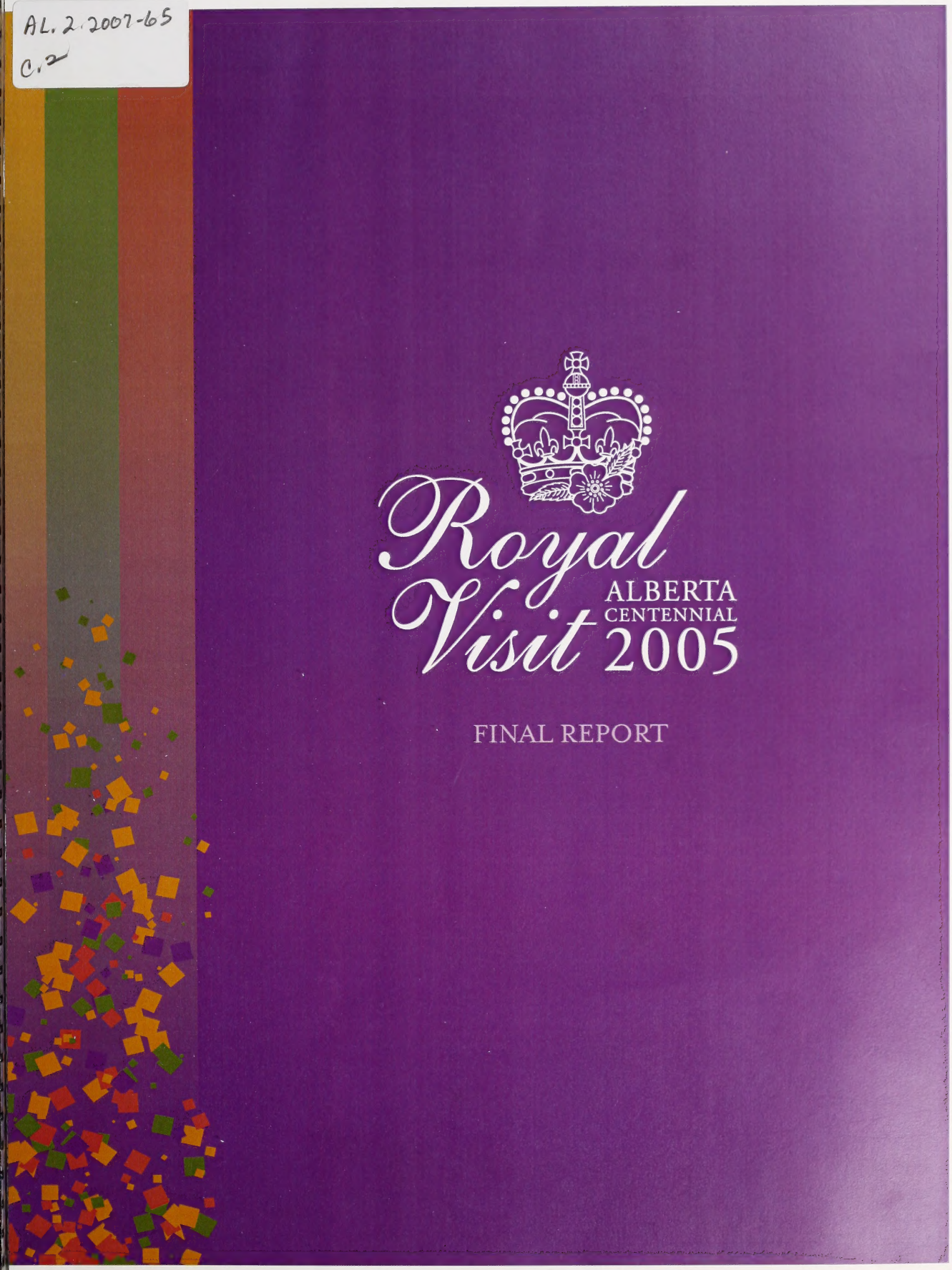

Huddled under tarps and clutching umbrellas, a hardy crowd of 25,000 waited patiently for the motorcade to arrive. The minute it entered the stadium, there was a tremendous cheer. The guests of honour had finally arrived and Alberta's 100th birthday party was about to get into full swing. Over the next three days, our province would bring out the best it had to offer – and the world would be watching.

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The Queen on her first visit to Alberta in 1951.

Her Majesty Queen Elizabeth II has visited Alberta six times. Her first visit was during a coast-to-coast tour in 1951. Prior to her visit in 2005, her Majesty's most recent trip to Alberta was a visit to Calgary and Red Deer in 1990.

A Province Tells its Story

The 2005 visit of Her Majesty Queen Elizabeth II and His Royal Highness The Duke of Edinburgh was one of the most unforgettable highlights of the province's centennial year. It brought Albertans together in a sense of excitement, served as a focal point for a number of public celebrations, and allowed us to showcase our province nationally and internationally.

During their visit, the Royal Couple created a provincewide buzz – a sense of excitement that brought Albertans out in droves to catch even a glimpse of the duo. Albertans were equally eager to share their culture, scenery, industry and history with their province's special guests. The visit celebrated Alberta's centennial by telling our story and sharing our spirit – the spirit of nation builders.

A Nation Joins the Celebration

The theme for the 2005 royal visit to Alberta and Saskatchewan was *The Spirit of Nation Builders*. The theme was selected to recognize the sister provinces' shared centennial year. It provided an opportunity to explore past accomplishments, present challenges and future opportunities and it allowed all Canadians to feel part of the occasion. As Queen of Canada, Her Majesty was a fitting focal point for what was, in many ways, a celebration of the growth of our country.

Itinerary and Highlights

MONDAY, MAY 23

Her Majesty joins Premier Klein in cutting Alberta's centennial birthday cake.

Commonwealth Stadium, Edmonton

Over 25,000 Albertans attend *Alberta Celebrates*, a special centennial event to mark 100 days until Alberta's birthday and officially welcome Her Majesty Queen Elizabeth II and His Royal Highness The Duke of Edinburgh to the province.

HIGHLIGHTS

- Free tickets to the event are completely taken up within two days of becoming available to the public.
- Hundreds of Alberta performers take part in a centennial celebration that tells the story of Alberta through story telling, song and dance. Performers include well-known favourites like Senator Tommy Banks and Ian Tyson along with cultural groups and rising Alberta stars.
- The Queen inspects the Guard of Honour.

Westin Hotel, Edmonton

Her Majesty and His Royal Highness attend a dinner hosted by the Government of Alberta.

HIGHLIGHTS

- Premier Klein announces that Highway 2 will be renamed the Queen Elizabeth II Highway in honour of Her Majesty. It is the only Canadian Highway named for Her Majesty.

Her Majesty and His Royal Highness enjoyed a few days of retreat in Jasper following their official visit to Saskatchewan. The couple attended church in the resort town and spent time relaxing at the Jasper Park Lodge.

Royal Alberta Museum and Government House, Edmonton

A mural celebrating Alberta and Saskatchewan's centennial parts as the Queen prepares to enter the Royal Alberta Museum.

The grounds of the Royal Alberta Museum come alive with all manner of performers and entertainers as 1,500 Albertans join together to catch a glimpse of Her Majesty.

HIGHLIGHTS

- Her Majesty unveils a bronze plaque renaming the Provincial Museum of Alberta as the Royal Alberta Museum in her honour.
- Her Majesty tours the museum and views artists' renderings of the planned new galleries and exhibits.
- The Queen attends a tea hosted by Lieutenant Governor Norman L. Kwong at Government House.
- The Royal Alberta Museum offers free admission for the duration of the afternoon.

Alberta's Oilsands, Fort McMurray

The Duke of Edinburgh climbs aboard a heavy hauler during his tour of Alberta's oilsands projects.

While the Queen visits the Royal Alberta Museum, the Duke of Edinburgh takes time to pursue his interest in Alberta's petroleum industry.

The Duke visits Fort McMurray to get a first-hand look at Alberta's oilsands projects. The morning includes an aerial tour of the projects in a Canadian Forces Griffon Helicopter and some time on the ground viewing exhibits and meeting local First Nations and Métis representatives.

The Duke returns to Edmonton to present more than 100 prestigious Duke of Edinburgh Awards at a ceremony held at City Hall.

Alberta Legislature, Edmonton

The Queen greets friendly corgis on the Legislature grounds.

Her Majesty makes her way to Alberta's Legislature for a special speaking engagement and a walkabout on the grounds.

HIGHLIGHTS

- Her Majesty becomes the first reigning monarch to address Alberta's Legislative Assembly.
- A series of new stained glass windows highlighting the role of the monarchy in Alberta's first century are unveiled above the front doors of the Legislature Building.
- A crowd of 5,000 is on-hand for the Queen's walkabout on the Legislature grounds.
- Albertans are treated to a free concert, centennial birthday cake and other entertainment on the grounds.

Northlands Agricom, Edmonton

The Royal Couple attend a dinner hosted by the Government of Canada. The Prime Minister of Canada addresses guests and official photos of Her Majesty and His Royal Highness are taken.

WEDNESDAY, MAY 25

Edmonton City Hall and Sir Winston Churchill Square, Edmonton

The Queen waves to the crowd in Edmonton's Churchill Square.

Her Majesty and His Royal Highness attend public events hosted by the City of Edmonton.

HIGHLIGHTS

- Her Majesty meets with youth and staff from the Kids in the Hall Bistro and tours the program's facilities.
- About 10,000 people crowd Churchill Square for the largest walkabout of the Royal Couple's visit.
- The City of Edmonton provides free entertainment to the crowd, with a focus on showcasing youth.

The Queen at the Museum of the Regiments

Museum of the Regiments, Calgary

The Royal Couple recognize the Year of the Veteran with a tour of the Museum of the Regiments, a facility the Queen opened in 1990.

HIGHLIGHTS

- The Queen visits and has photos taken with three of Her Majesty's Canadian Regiments.

Roundup Centre, Calgary

The Queen and the Duke of Edinburgh attend a luncheon hosted by the Government of Alberta.

HIGHLIGHTS

- Premier Klein announces the creation of the Queen Elizabeth II Graduate Scholarship Program in commemoration of the province's centennial and in honour of Her Majesty.

Pengrowth Saddledome, Calgary

About 17,000 Albertans pack Pengrowth Saddledome for the final event of the royal visit.

HIGHLIGHTS

- The City of Calgary hosts a free centennial concert event showcasing Alberta's multiculturalism and western heritage.
- Alberta bids a fond farewell to the Royal Couple, sending them off with a 21-gun salute.

The Royal Couple at centennial celebrations in Calgary.

The Province of Alberta is named after Princess Louise Caroline Alberta, the fourth daughter of Queen Victoria and wife of the Marquis of Lorne, Canada's Governor General from 1878–1883.

Goals

The 2005 royal visit was undertaken as an opportunity to pursue four primary goals:

- Mark the 100th anniversary of Alberta's entry into confederation in a way that recognizes the true significance of the event for our province and for Canada.
- Provide Albertans with opportunities to participate in the royal visit as the first major event of their province's centennial.
- Showcase Alberta nationally, internationally and right at home as a dynamic and diverse province.
- Leave behind lasting and meaningful reminders of the visit for Albertans.

Outcomes

GOAL:

Mark the 100th anniversary of Alberta's entry into confederation in a way that recognizes the true significance of the event for our province and for Canada.

OUTCOMES:

- Partnered with our sister province of Saskatchewan to host the Queen and the Duke of Edinburgh during our shared centennial year.
- Worked with the Government of Canada to develop *The Spirit of Nation Builders* as a theme to present the visit as a significant event for all Canadians.
- Used events during the royal visit, particularly the *Alberta Celebrates* event at Commonwealth Stadium in Edmonton, as opportunities to explore Alberta's past, including our connections with the monarchy.
- Celebrations were also attended by Canada's Prime Minister.

ATTENDANCE AT ROYAL VISIT PUBLIC EVENTS	
Alberta Celebrates event *(51,000 tickets were provided, poor weather dampened attendance numbers)*	25,000
Royal Alberta Museum Dedication	1,500
Alberta Legislature Walkabout	5,000
City of Edmonton Walkabout	10,000
Royal Visit Calgary	17,000
Total	58, 500

GOAL:

Provide Albertans with opportunities to participate in the royal visit as the first major event of their province's centennial.

OUTCOMES:

- Almost 60,000 people attended official public events in Edmonton and Calgary. Thousands more lined motorcade routes.
- Hundreds of Albertans were involved in celebrations to welcome the Queen. From children invited to present flowers and participate in ceremonies to cultural dancers and volunteers at events.
- Alberta Education provided links to resources to help teachers include information about the monarchy in Canada and the royal visit.
- A comprehensive promotional campaign was launched to inform Albertans of opportunities to take part in the royal visit. This campaign utilized both paid advertising and media relations.
- Established the royal visit website as a source of information on ways to participate and as mode of participation in itself. The site received 35,000 hits in May 2005.

GOAL:

Showcase Alberta nationally, internationally and right at home as a dynamic and diverse province.

OUTCOMES:

- A total of 800 accredited members of the media from countries around the world were in Alberta generating extensive national and international coverage of the royal visit.
- About 3,000 dancers, musicians and entertainers showcased their talents at events during the royal visit. This includes Alberta legends, rising stars and community groups.
- The Duke of Edinburgh's visit to Fort McMurray shone a spotlight on Alberta's petroleum industry.
- During the Royal Couple's retreat in Jasper, images from one of Alberta's top tourist destinations were printed and broadcast around the world.

King George and Queen Elizabeth in Alberta in 1939

In celebration of the 2005 royal visit, the Provincial Archives of Alberta published a journal kept by Vera Collins during the 1939 royal visit. The journal, complete with Vera's watercolour paintings, captures the excitement of what was a memorable time for many Albertans.

GOAL:

Leave behind lasting and meaningful reminders of the visit for Albertans.

OUTCOMES

- The Queen Elizabeth II Graduate Scholarship program was established in honour of the Queen's visit and in commemoration of the centennial. Through this program, approximately $3 million will be awarded to 300 graduate students annually.
- Alberta's most travelled highway was renamed the Queen Elizabeth II Highway. Commemorative plaques were installed in Edmonton and Calgary along with special highway signs along the route.
- The soon-to-be-redeveloped Provincial Museum of Alberta was renamed the Royal Alberta Museum.
- The City of Edmonton introduces the Queen's Centennial Bursary, a one-time award for Grade 12 students.
- A series of centennial stained glass windows highlighting the role of the Monarchy in Alberta were installed in the Alberta Legislature. The centre window commemorates the reign of Her Majesty The Queen.

Statement of Government of Alberta Costs

The following represents the Government of Alberta's costs for the planning, coordinating and implementation of the 2005 visit of Her Majesty Queen Elizabeth II and His Royal Highness the Duke of Edinburgh to Alberta from May 20 to May 25, 2005.

Planning and Hosting (overall coordination, hosting of the Royal Couple including accommodation, transportation, Government of Alberta dinner and luncheon, oilsands tour, gifting)	$482,100
Communications (public information, promotions, media coordination, advertising)	$298,420
***Alberta Celebrates* event** (staging, audio, entertainment, contractors, volunteers, lighting, catering, stadium operation)	$1,324,500
Dedication of the Royal Alberta Museum (staging, entertainment, volunteers, lighting, audio)	$85,700
Legislature Walkabout and Address (staging, entertainment, commemorative stained glass windows)	$122,700
Pageantry (décor at venues in Edmonton and Calgary, route demarcation)	$106,020
Logistics (agreements with cities for policing, public transportation, road closures, facility rentals)	$457,660
Operations (staff, office space and equipment)	$397,900
TOTAL	**$3,275,000**

**The above costs represent expenditures of the Government of Alberta. The federal government and a number of municipal governments also contributed to the overall costs of the 2005 royal visit.*

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